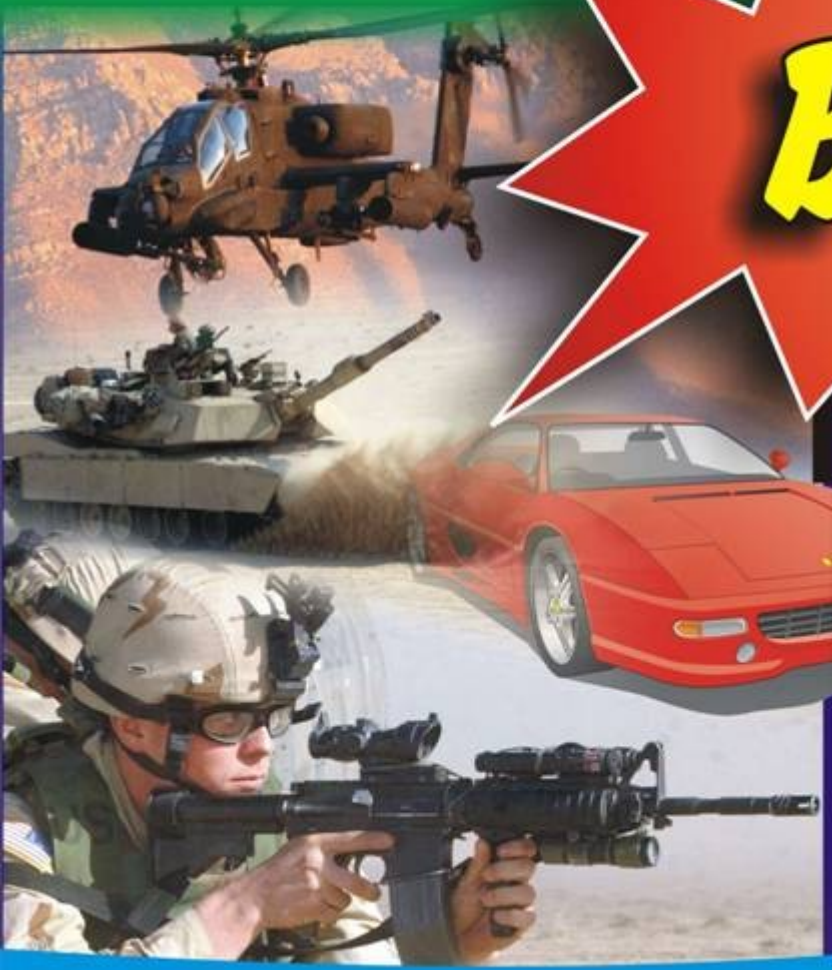
Our Army at War –

Be SAFE!



Make it Home! Wherever you are!

Risk Management... It's Personal

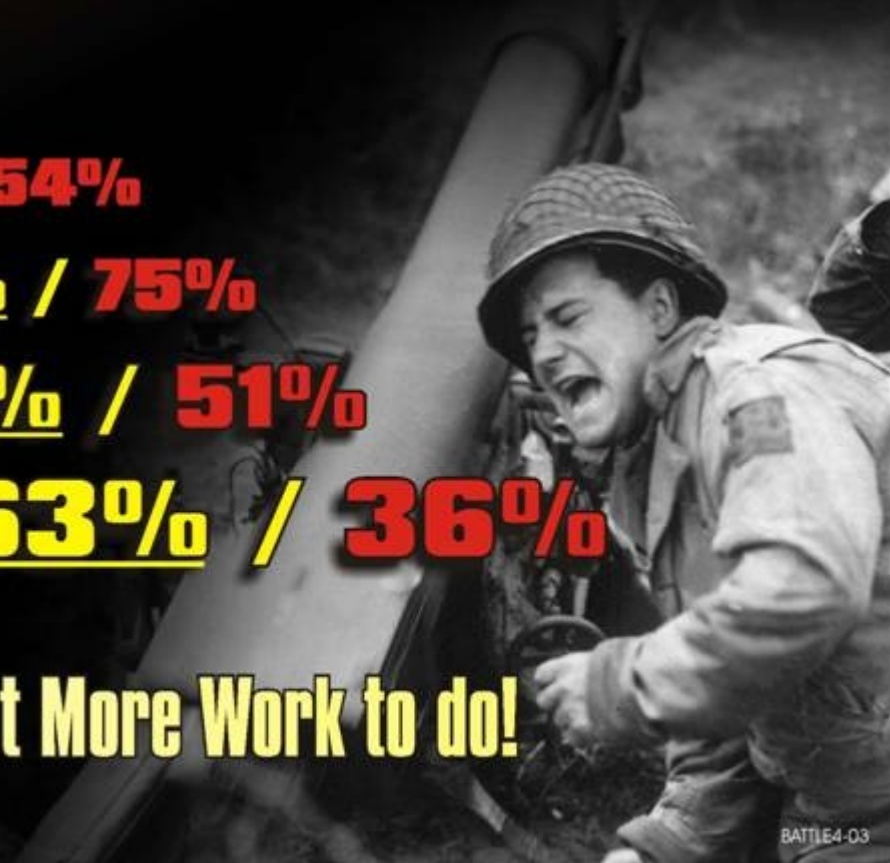
BG Joseph A. Smith
Director of Army Safety
334-255-2029

FY03
255
Army Military
Fatalities
$521+ Million*
*Captured Costs
VCSA3-01
As of 2 Feb 04

Combat versus Accidents

Combat Losses / Accidents

Spanish-American	15% / 85%
WWI	47% / 53%
WWII	43% / 56%
Korea	55% / 44%
Vietnam	45% / 54%
DS /DS	20% / 75%
OEF	48% / 51%
OIF	63% / 36%



Doing Better than Ever Before...But More Work to do!

30 Year Historic Trend

ASP4-33B

As of 2 Feb 04

Army Military Fatalities

The Arrow Continues to go in the Wrong Direction

Total Army Versus OEF/OIF

(1 Oct 02 - 2 Feb 04)

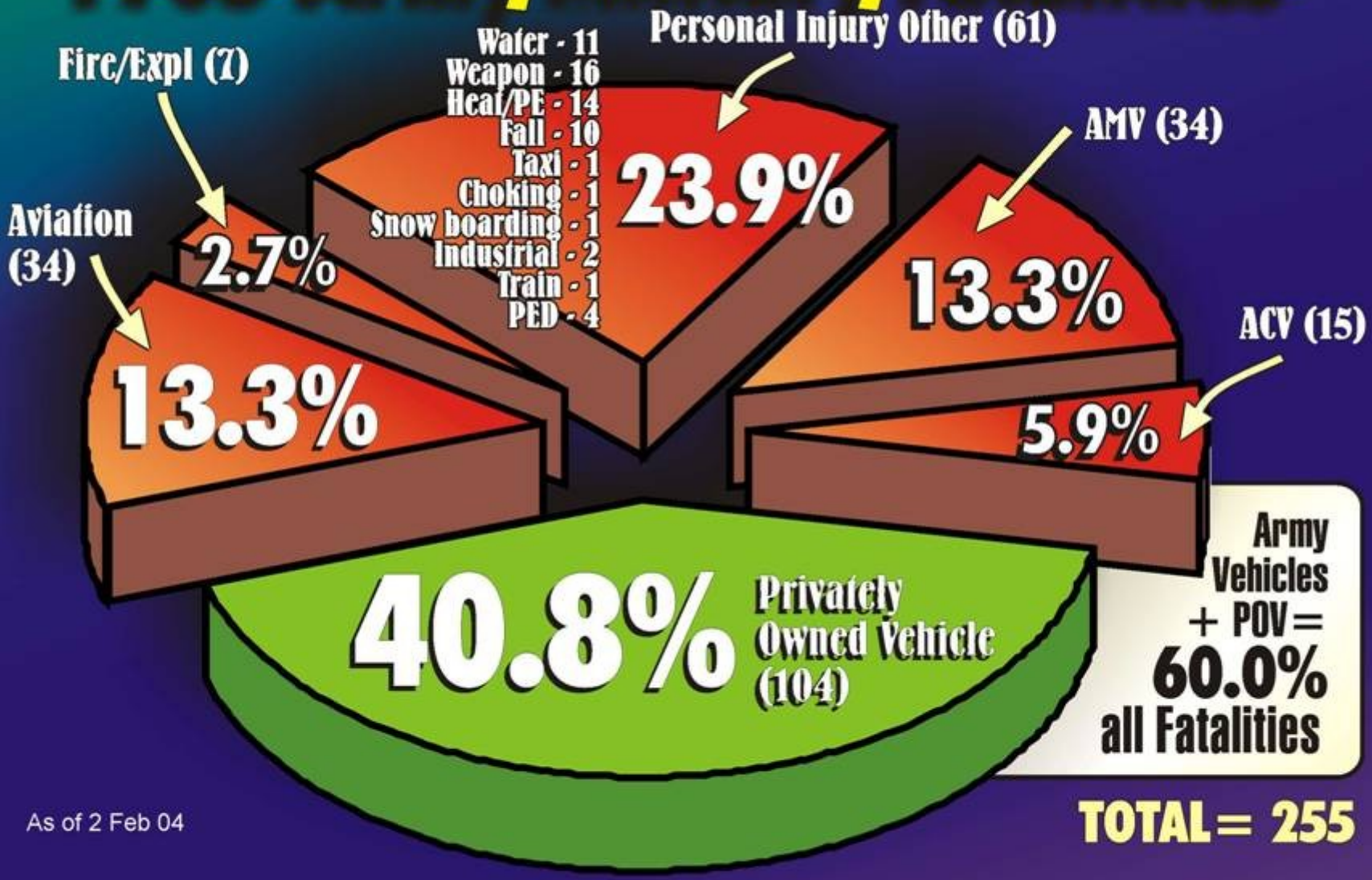
Reported Army Accidents	Fatal*	Class A	Class B	Reported Class C	Reported Class D	Total
Aviation	38	41	30	91	58	220
Ground	294	327	107	1575	624	2633
Total	332	368	137	1666	682	2853
OEF/OIF Accidents						
Aviation	17	30	9	22	16	77
Ground	101	119	44	109	21	293
Total	118	149	53	131	37	370
OEF/OIF Percentages						
All Types	35.5	40.5	38.7	8.0	5.4	13.0

*Army Military Fatalities Only

CENTCOM has 34.2% of Army Personnel

DAS4-11

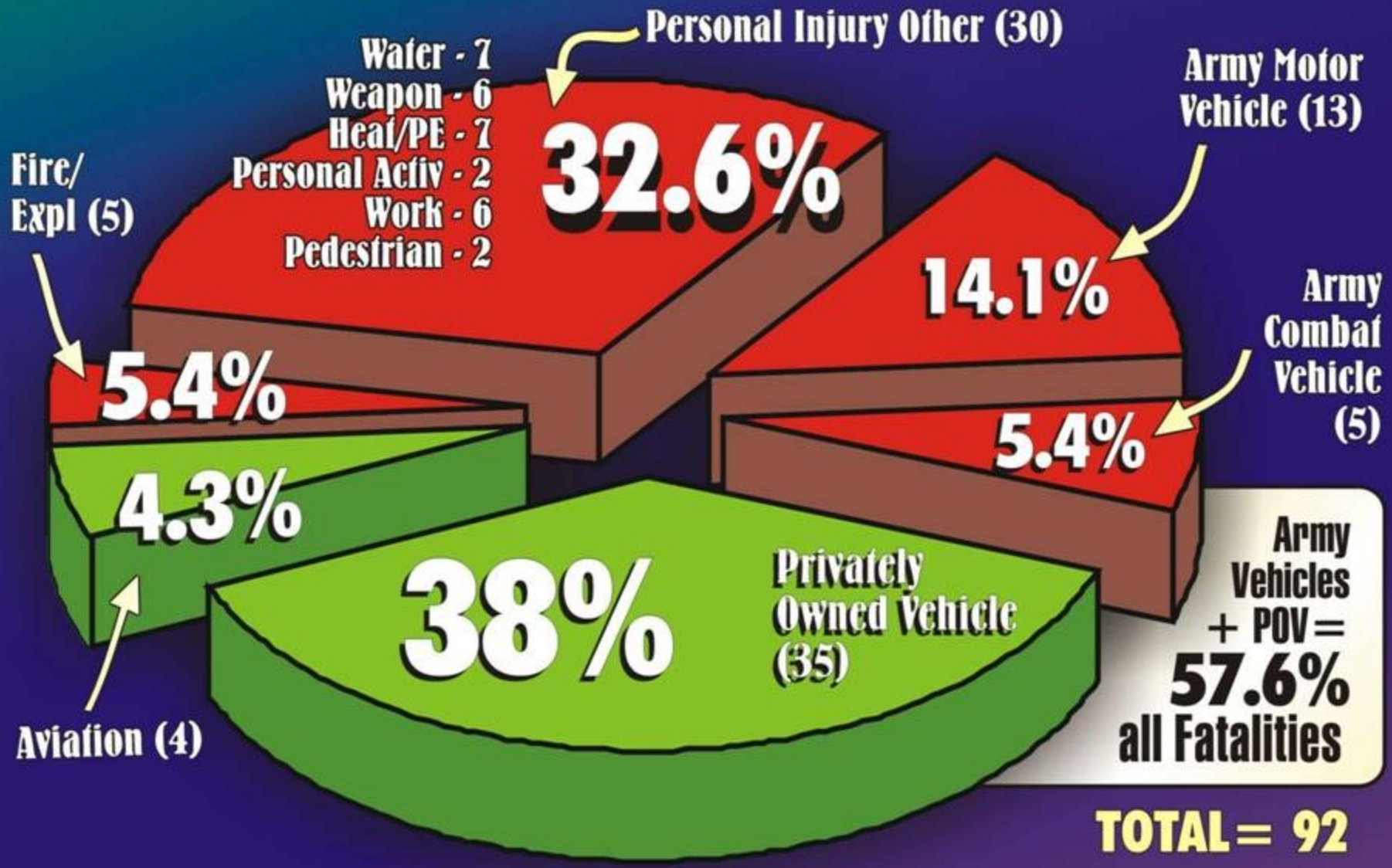
FY03 Army Military Fatalities



Focus On the Main Effort and Cover the Flanks!

IPR3-405

FY04 Army Military Fatalities



As of 16 Feb 04

Campaign Plan Outline

- Mission
- Goals
- Audiences
- Strategy

Our Army at War
Make it Home!

Mission

Save Soldiers

wherever they are.

Our Army at War
Make it Home!

Goal

"The Secretary of Defense's current goal is to reduce accidents by 50% in FY05 over the 2002 baseline. Components will continue safety initiatives to achieve a net decrease of 75% from this baseline by FY08."

DRAFT DoD STRATEGIC PLANNING GUIDANCE

Our Army at War
Make it Home!

Audiences

INTERNAL

EXTERNAL

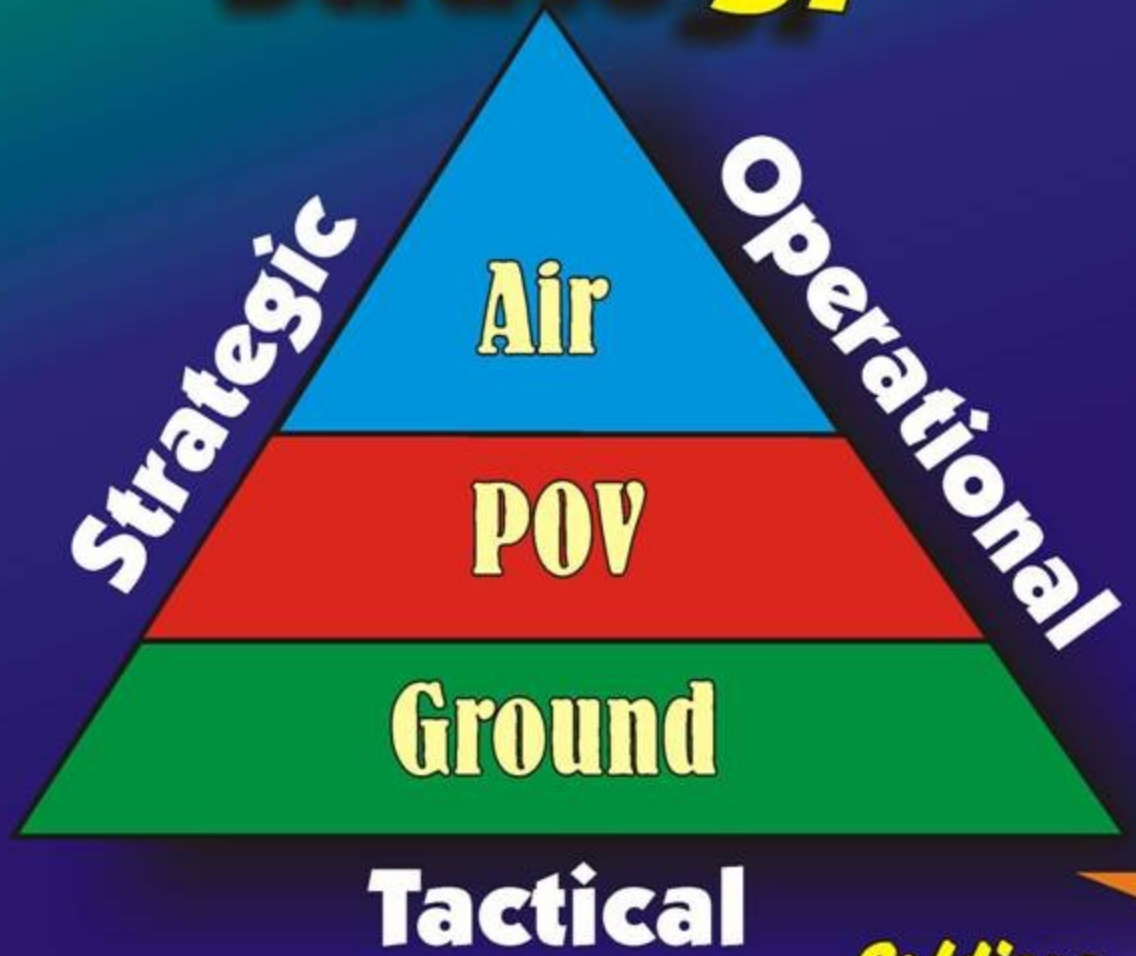
- American Public
- Allies
- Joint

Strategic
Congress
Allies
DoD

Operational
Joint
ARSTAFF/EOH
Defense Contractors
MACOMS

Tactical
Family Members
Coalition Forces
Local Community

Strategy



Soldiers, Make it Home!

Leaders, Bring 'em Home!

ASP4-17

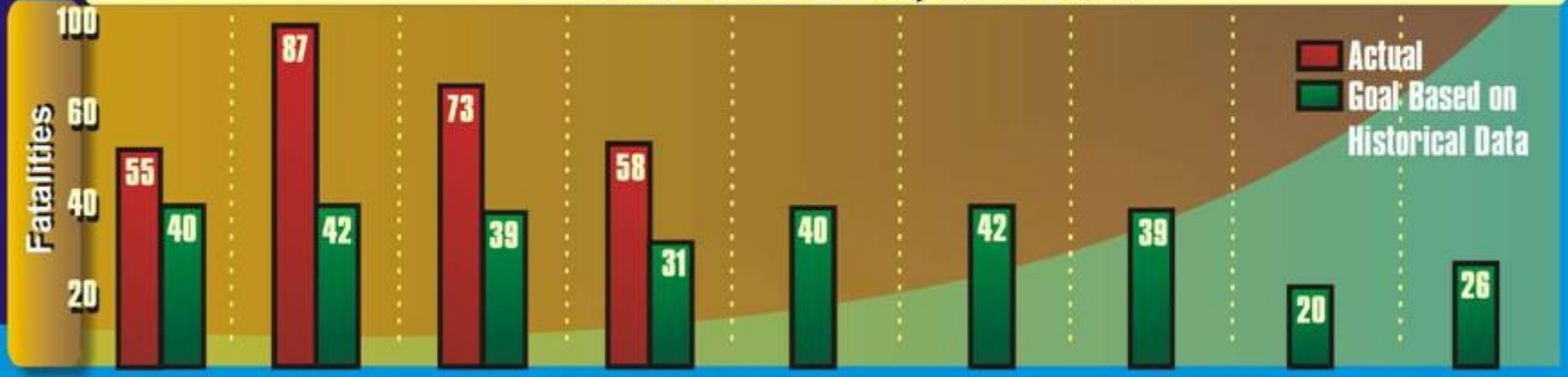
Timeline

Publish OPORD

Sustain Leader Influence

	2nd Qtr 03	3rd Qtr 03	4th Qtr 03	1st Qtr 04	2nd Qtr 04	3rd Qtr 04	4thQtr 04	1st Qtr 05	2nd Qtr 05
Strategic	SECDEF Snowflake			ASCP	SA Tasker	IPR	IPR	Brief ACC	IPR
				2nd DSOC	Brief DAS & SA	ASCP		CSA Safety Award at AUSA	
	Dr. Chu Memo		1st DSOC		Brief SACC				
					3rd DSOC				
Operational			POV CAI	Safety Conf	Cdrs Safety Course	NASCAR Movie		Safety Conf	
			Grd Assessments	ASMIS-1	Click It or Ticket	Deployment Video		DASAF Safety Award at ASC	
		Product Development		JOPD/NCOPD					
				1st BCT Class	Operation Guardian Angel				
Tactical	OEF Phase IV				OIF I/II Rotation				
					Roll Out Campaign				

Multiple MACOM Programs In Action



Tools to Bridge the Gap

ASMIS-1
POV - AIR - GROUND

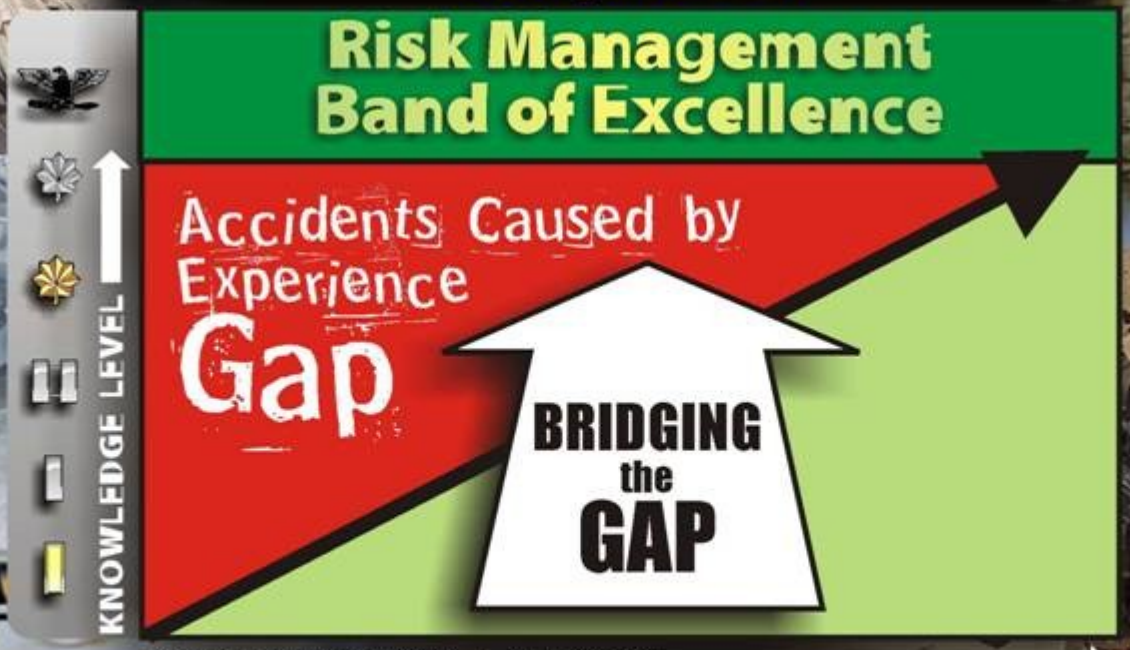
Commander's Safety Course

Lessons Learned

Pockets of Excellence

Deployment Videos & PSAs

"Cody Model"



ASP4-36

The Challenge

"Reduce the number of mishaps and accident rates by at least 50% in the next two years."

Secretary of Defense

Our Army at WAR

Save Soldiers Wherever They Are

BE SAFE!

CG3-66E

Our Army at War –

- Chain of Command & Leadership
- Standards & Discipline
- Enhanced Situational Awareness

Be SAFE!

BACK-UPS

Numbers/Statistics/Normalization

- **PERSONNEL:**
  - 34% of Army personnel deployed to CENTCOM
  - 35% of Army's fatalities
- **AVIATION (UH-60 OIF: Source PEO-AVN as of 15 Jan 04):**
  - 21% (333 aircraft) of the total Army fleet (1571 aircraft)
  - 2 times the peacetime OPTEMPO (hours flown/acft available)
  - 6 (50%) of Army's Class A accidents from 1 Oct 02 – 15 Jan 04: if at the same rate as the rest of the army, expect only 3 accidents over the same period.
- **VEHICLES (OIF):**
  - 12% of Army's Wheeled vehicles
  - 7.5 times the peacetime OPTEMPO
  - 42 (85%) of Army AMV Accidents – if at the same rate as the rest of the army, expect about 53 accidents.
- **Conclusion: The numbers and rates in OIF are higher than the rest of the Army, but we could expect more ground accidents and fatalities.**

Sync Matrix

	JAN	FEB	MAR	APR	MAY
DASAF	Leverage web-based technology- - Army Homepage campaign notice linked to Safety Center page (Ongoing) DASAF Tools: RMIS, ASMIS-1, multimedia products (FlightFax/Countermeasure, videos, etc.) (Ongoing)				
OCPA	Initial contact with AAFES & MWR for support (30 Jan 04) Contact Harley Davidson for their support (30 Jan 04) Initial contact with NASCAR (30 Jan 04) Coordinate TAG shoot (Jan 04)	Possible involvement of PR firm (9 Feb 04) TAGs to Safety Center (7 Feb 04) Contact professional magazines, journals & periodicals (9 Feb 04) Coordinate with the Golden Knights (27 Feb 04) Coordinate article for publication in Soldiers Magazine (SM) (Feb 04) Installation/SRTV/ABS Announcement/ Story article posted to ARNEWS, Greentop & installation newspapers (10 Feb 04)	Designated "SLOGAN" Day (20 Mar 04) Campaign prominence on AKO, AFN, AFRTS, etc. (Mar 04) Targeted media blitz (Mar 04)	Publish slogan and program highlights in Soldiers Magazine (Apr 04, quarterly)	Maximize use of existing communication tools and PAO structure (Ongoing)
ASA	Input to Synchronization Matrix (30 Jan 04)	Draft OPORD (4 Feb 04)			
USASC		Obtain SMA as champion for Safety (4 Feb 04) Prepare campaign products: poster, banner, bumper sticker, CD with video products & briefing template for use by leaders throughout the Army (6 Feb 04) Bumper Stickers & CD ROMs delivered to Carlisle (7 Feb 04) Brief to SACC (10 Feb 04) Final OPORD to G3 (13 Feb 04)			
AVIC		Shoot TAG (4 Feb 04)			
EOH		Info paper to CSA (9 Feb 04)			
G3		Publish OPORD (18 Feb 04)			
STRATCOM		CENTCOM Buy-in (Feb 04) Published on SALP (Feb 04)	Risk Management Survey on AKO (End Mar/early Apr 04)		
OCLL		Engage Congress (Feb 04)			
TRADOC	Commanders Safety Course (Versions I.0 fielded) (Jan 04)				
CDR	Accountability (Ongoing) Communicate expectations (Ongoing) Enforce Standards (Ongoing) POV tool box (Ongoing) Commander's quarterly risk assessments (Ongoing) NCOPD/JOPD (Ongoing)				

Sync Matrix

	JUN	JUL	AUG	SEP	OCT
DASAF	Leverage web-based technology- - Army Homepage campaign notice linked to Safety Center page (Ongoing)				
	DASAF Tools: RMIS, ASMIS-1, multimedia products (FlightFax/Countermeasure, videos, etc.) (Ongoing)				
OCPA	Publish slogan and program highlights in Soldiers Magazine (Quarterly)				
	Prepare Hot Topics insert (2 Jun 04)				
			Publish Hot Topics insert (Aug 04)		
	Maximize use of existing communication tools and PAO structure (Ongoing)				
ASA					
USASC					
AVIC					
EOH					
G3		Risk Management in SRS (Jul 04)			
STRATCOM					
OCLL					
TRADOC		Commanders Safety Course (Versions 2.0 Beta) (Jul 04)			
CDR	Accountability (Ongoing)				
	Communicate expectations (Ongoing)				
	Enforce Standards (Ongoing)				
	POV tool box (Ongoing)				
	Commander's quarterly risk assessments (Ongoing)				
	NCOPD/JOPD (Ongoing)				

Assessment

Strategic

	YES	NO	%	LEAD
Publish OPORD				G-3
Risk Management in SRS				G-3
Presented at SACC				EOH
SMA Champion				SMA
Published on SALP				STRATCOM
Engage Congress				OCLL
CENTCOM Buy-In				STRATCOM
Engage National Media				OCPA

End state: Provide relevant & ready Land Power capability to the combatant commander. as part of the joint team

Assessment

Operational

	YES	NO	%	LEAD
DASAF Tools: RMIS, ASMIS-1, multimedia products (FlightFax/Countermeasure, videos, etc)				DASAF
Soldiers' Magazine Hot Topic (slogan & program highlights April 04 then quarterly)				OCPA
Campaign prominence on AKO, AFN, AFRTS, etc.				OCPA
Maximize use of existing communication tools and PAO structure				OCPA
Leverage web-based technology				DASAF
Risk Management Survey AKO				STRATCOM

End state: Provide relevant & ready Land Power capability to the combatant commander, as part of the joint team

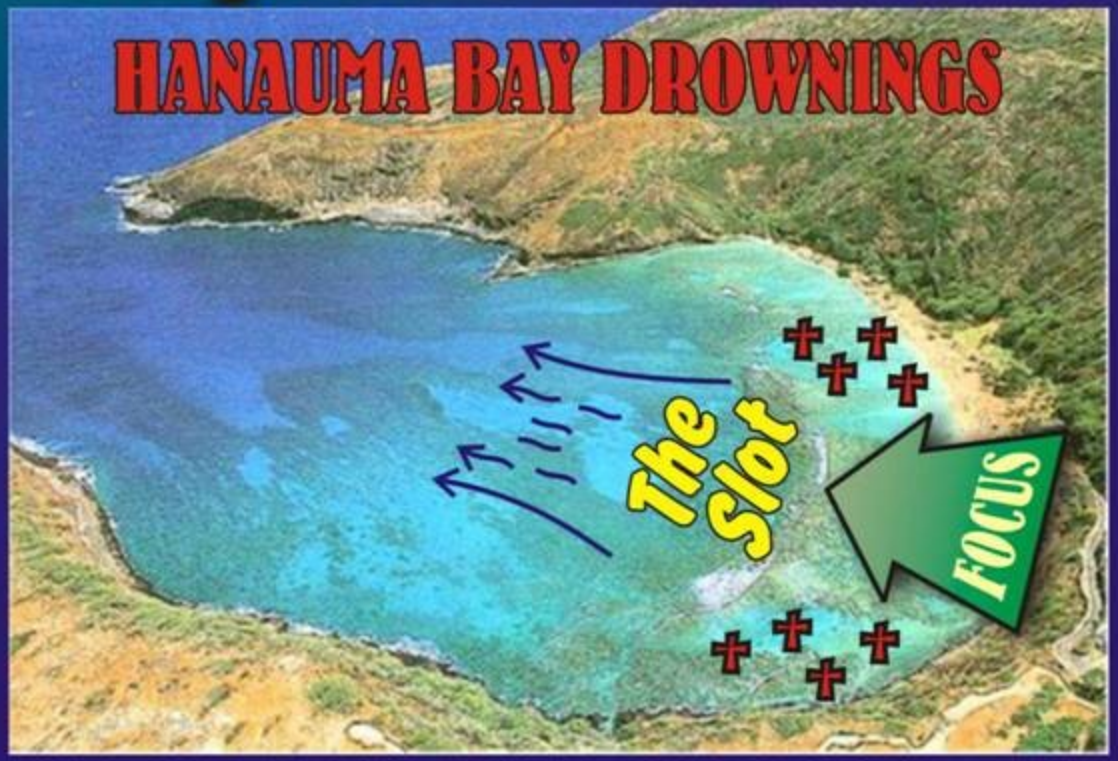
Assessment

Tactical

	YES	NO	%	LEAD
Targeted media blitz				OCPA
Accountability				CDR
Communicate expectations				CDR
Enforce standards				CDR
POV tool box				CDR
Commander's quarterly risk assessments				CDR
Commander's Safety Course (Versions I & II)				TRADOC
NCOPD/JOPD				CDR

End state: Provide relevant & ready Land Power capability to the combatant commander, as part of the joint team

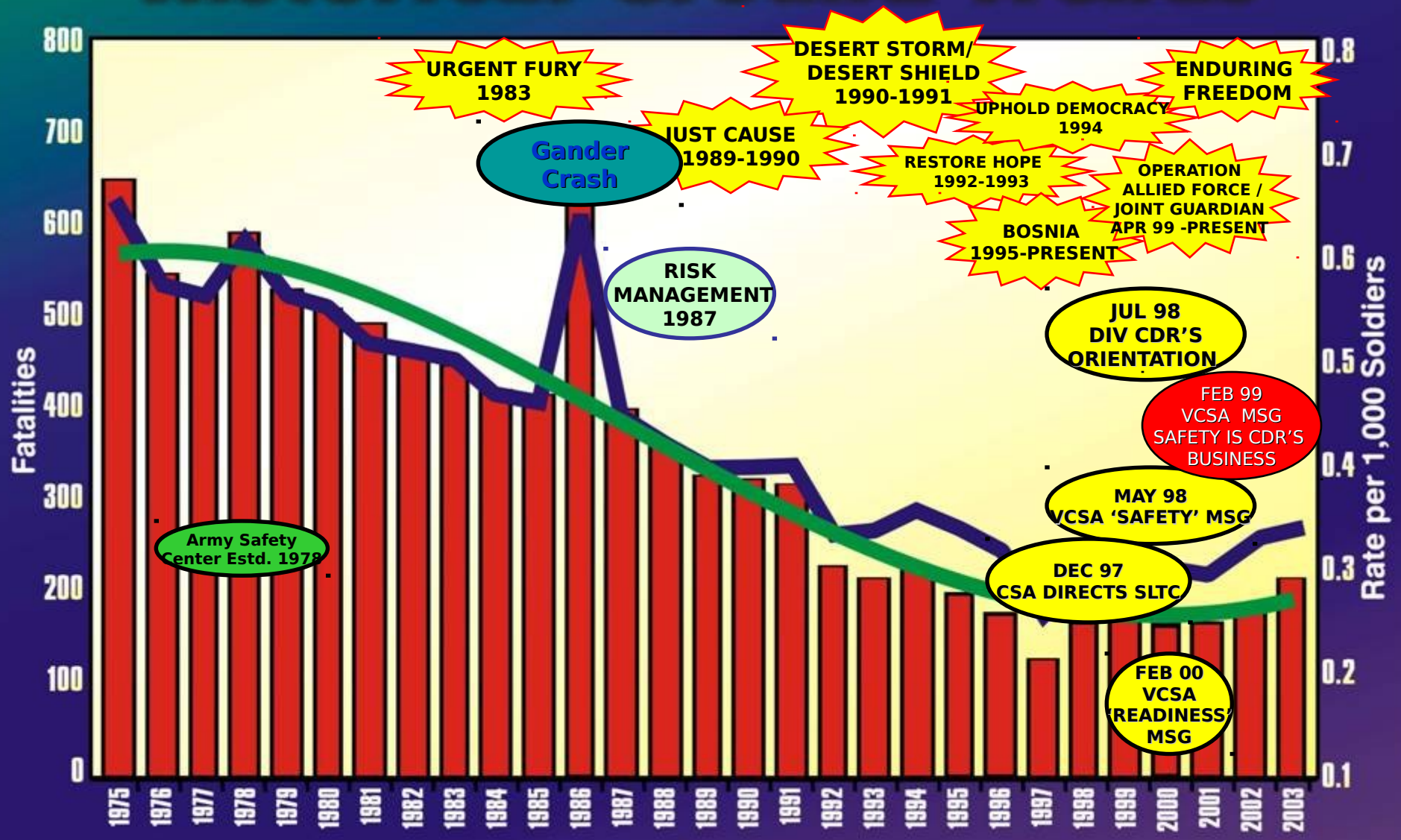
Peripheral Vision



- Attention solves problems
- Problem identification is key
- Must expand peripheral vision
- Sustainment is a challenge

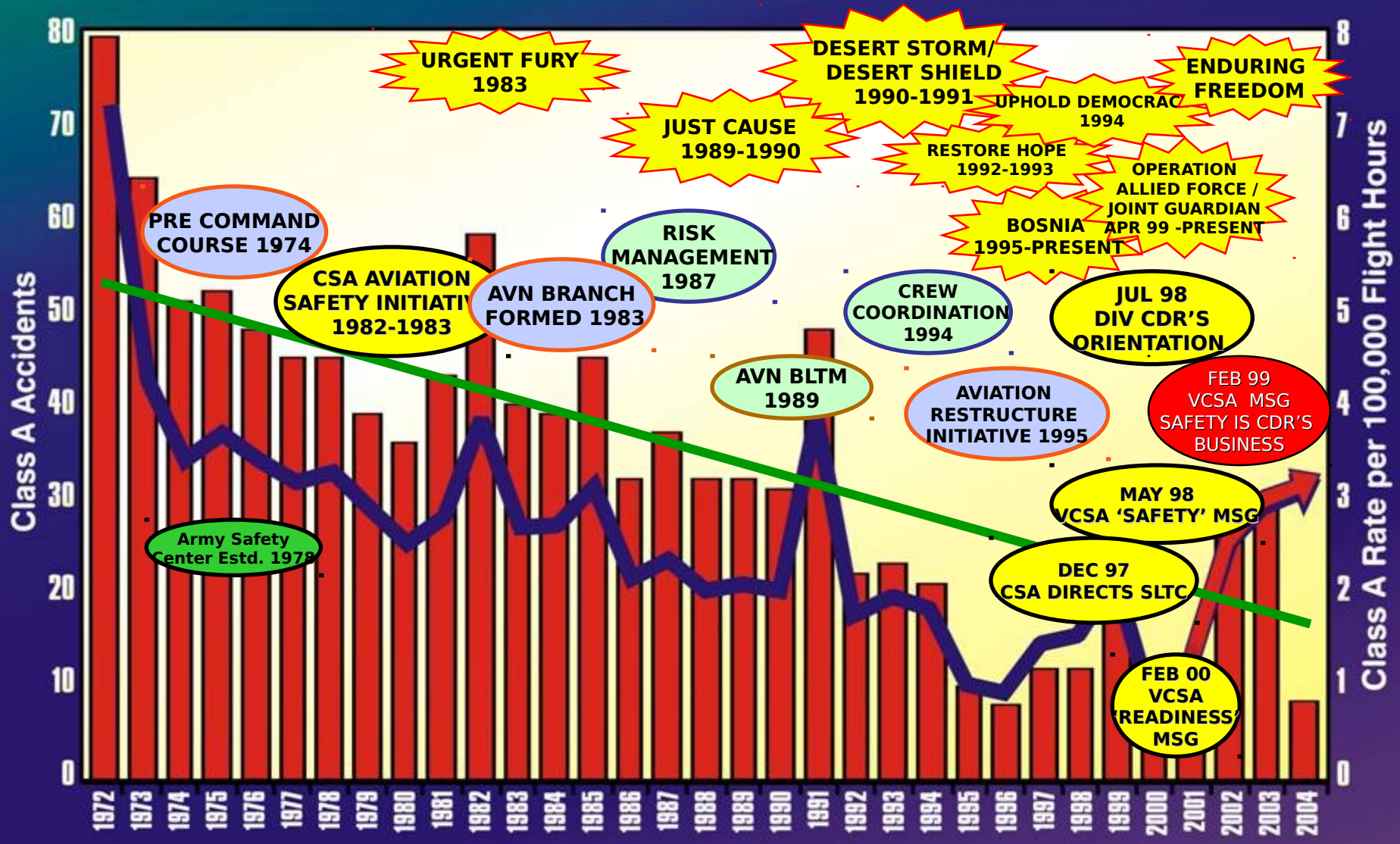
"Our Army at war - a war unlike any we have experienced in our history."

Historical Ground Trends



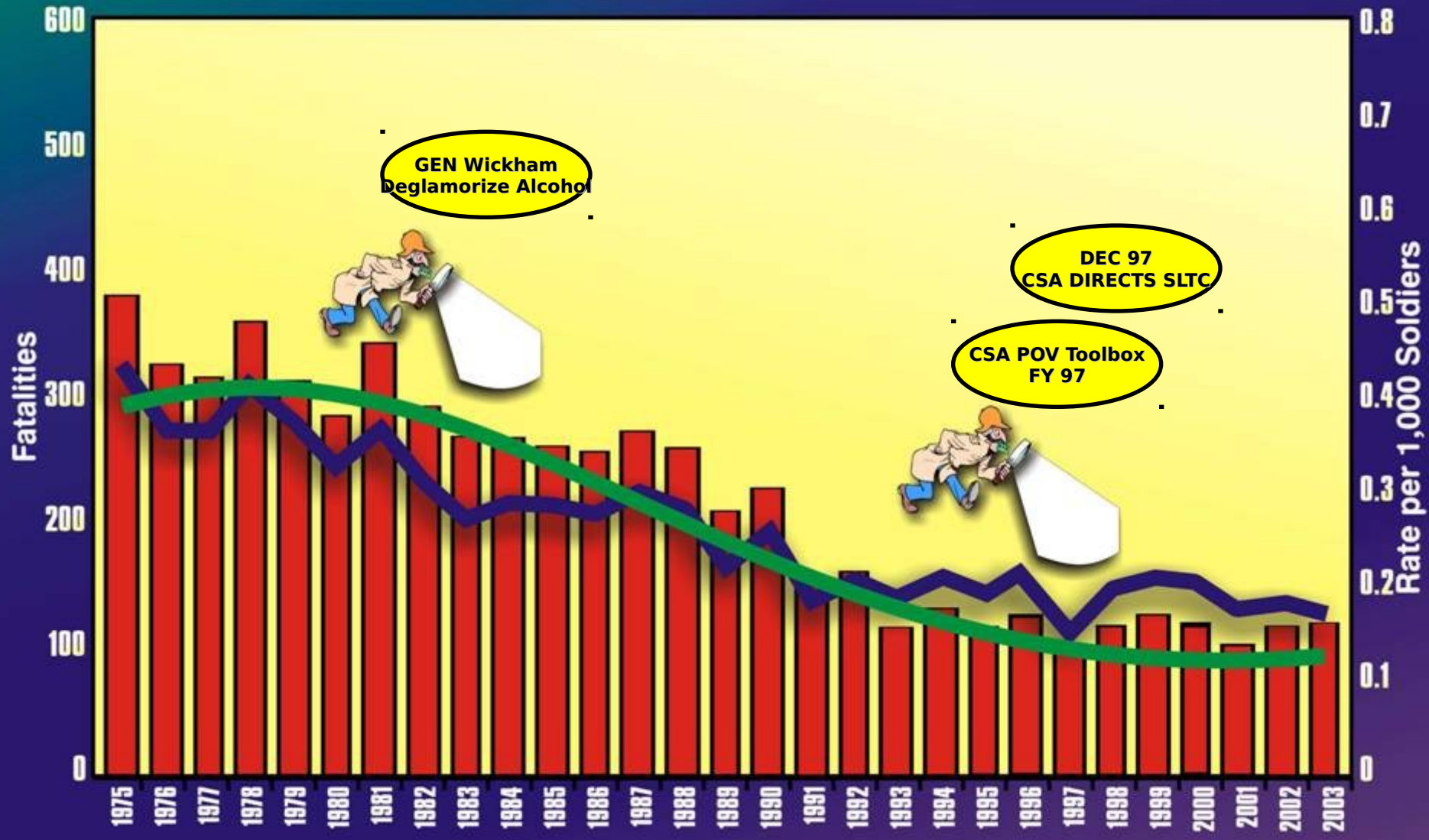
As of 2 Feb 04

Historical Aviation Trends



As of 2 Feb 04

Historical POV Trends



IPR3-475C

As of 2 Feb 04

Risk Management "3 Deep"

Sergeant's Time Training

Requires Multi-Level Leader Involvement

Company Battle Drill

Initiatives Coming Your Way

POV

Centralized Accident Investigation

- USASC has traditionally done Aviation CAIs, added Ground in FY83, now adding POV
- Achieve >50% reduction of POV accidents by FY05, & sustain indefinitely
- Develop an assessment program that will identify high-risk groups, activities, units & environments to facilitate >50% reduction
- Conduct investigation of accident environment to provide real-time feedback mechanism for units & Army to adjust accident prevention efforts accordingly
- Capture Army "Best Practices" to facilitate success
- First Installation-Fort Lewis, WA

Objective

- Focus on the Soldier - Wherever they are!
- Expand the Army's Peripheral Vision
  - Operational Environment
    - Air
    - Ground
    - POV

    > **Reduce by 50%**
  - Communicate
    - Concept of "Slot" & Peripheral Vision
    - Risk MGT "3 Deep"
    - Targeted To Audience

Our Army at War
Make it Home!

Objectives

FUNCTIONAL

Implement systems/tools that enable soldiers to reduce accidents in —

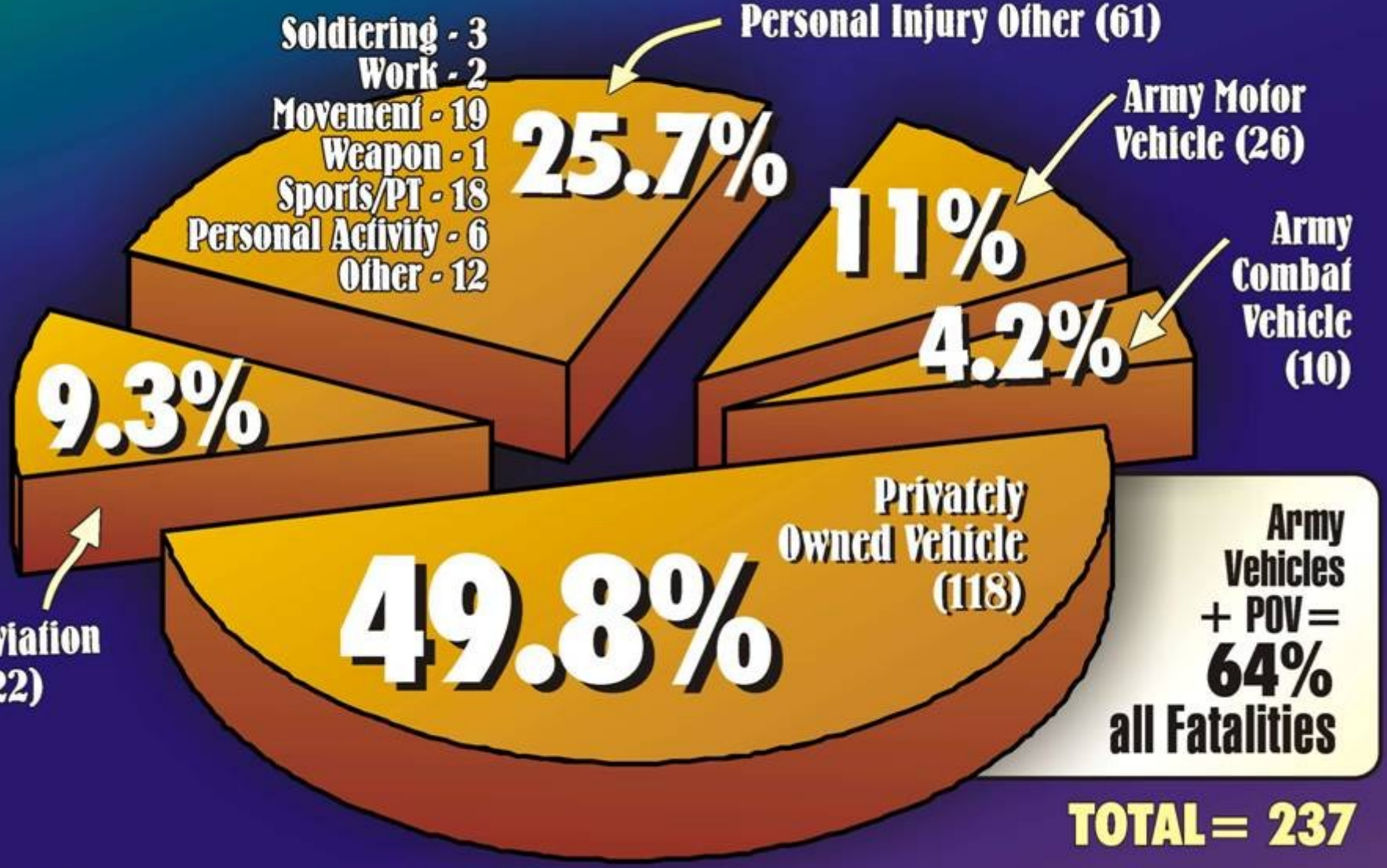
- Air
  - ASMIS-1
  - Aircrew coordination
  - ASIST
- Ground
  - Rollover prevention
  - Drivers Training
  - Negligent weapon discharges
- POV
  - ASMIS-1
  - Multimedia products
  - IMA funding accident avoidance & motorcycle training

COMMUNICATIVE

- ☑ Communicate the need to prevent accidents
- ☑ Foster an attitude across the Army that instills an appreciation for the role risk management plays in:
  - Mission accomplishment
  - Resource preservation
  - OPTEMPO
  - Force rotation timelines
  - Victory in the GWOT

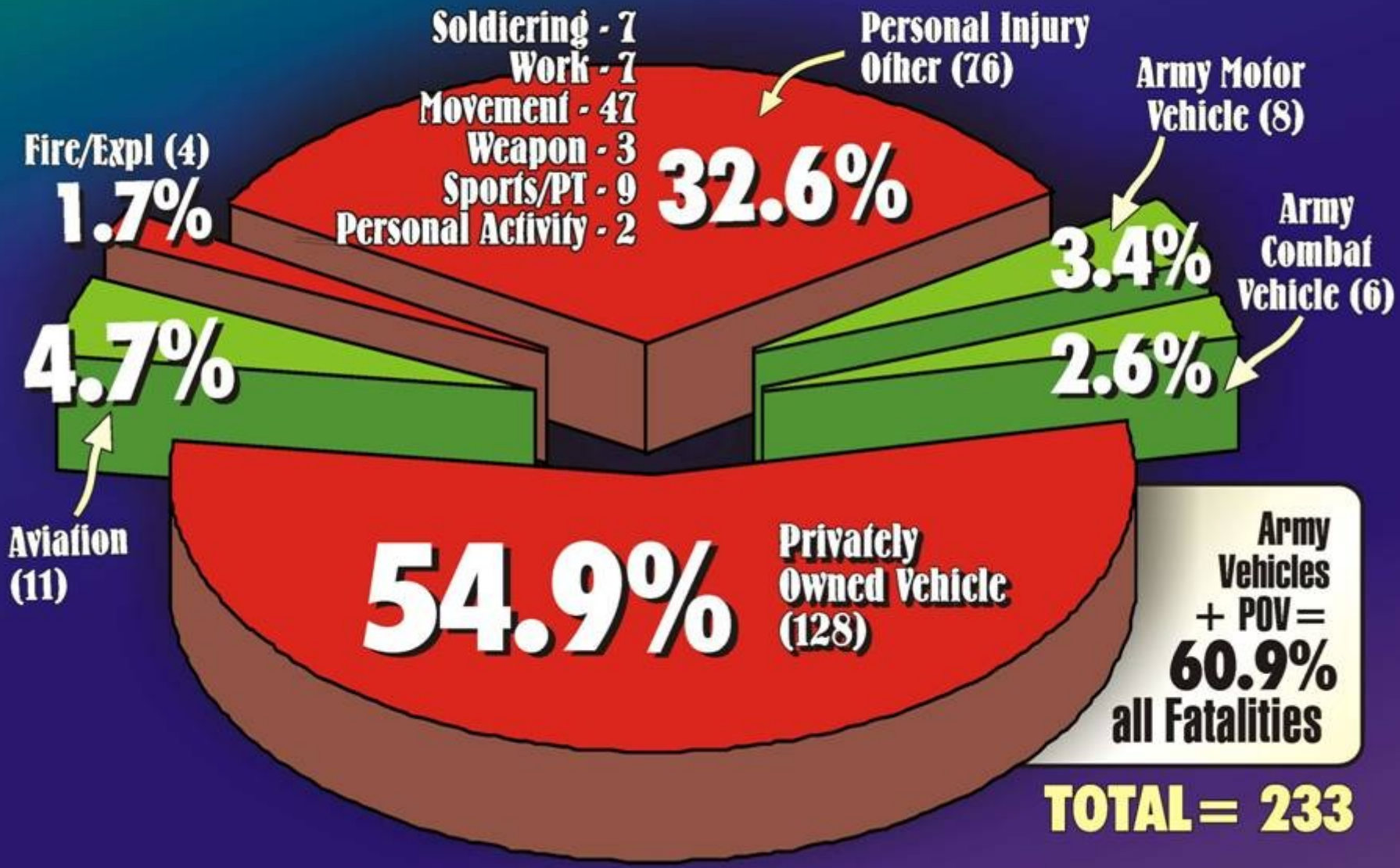
Our Army at War
Make it Home!

FY93 Army Military Fatalities



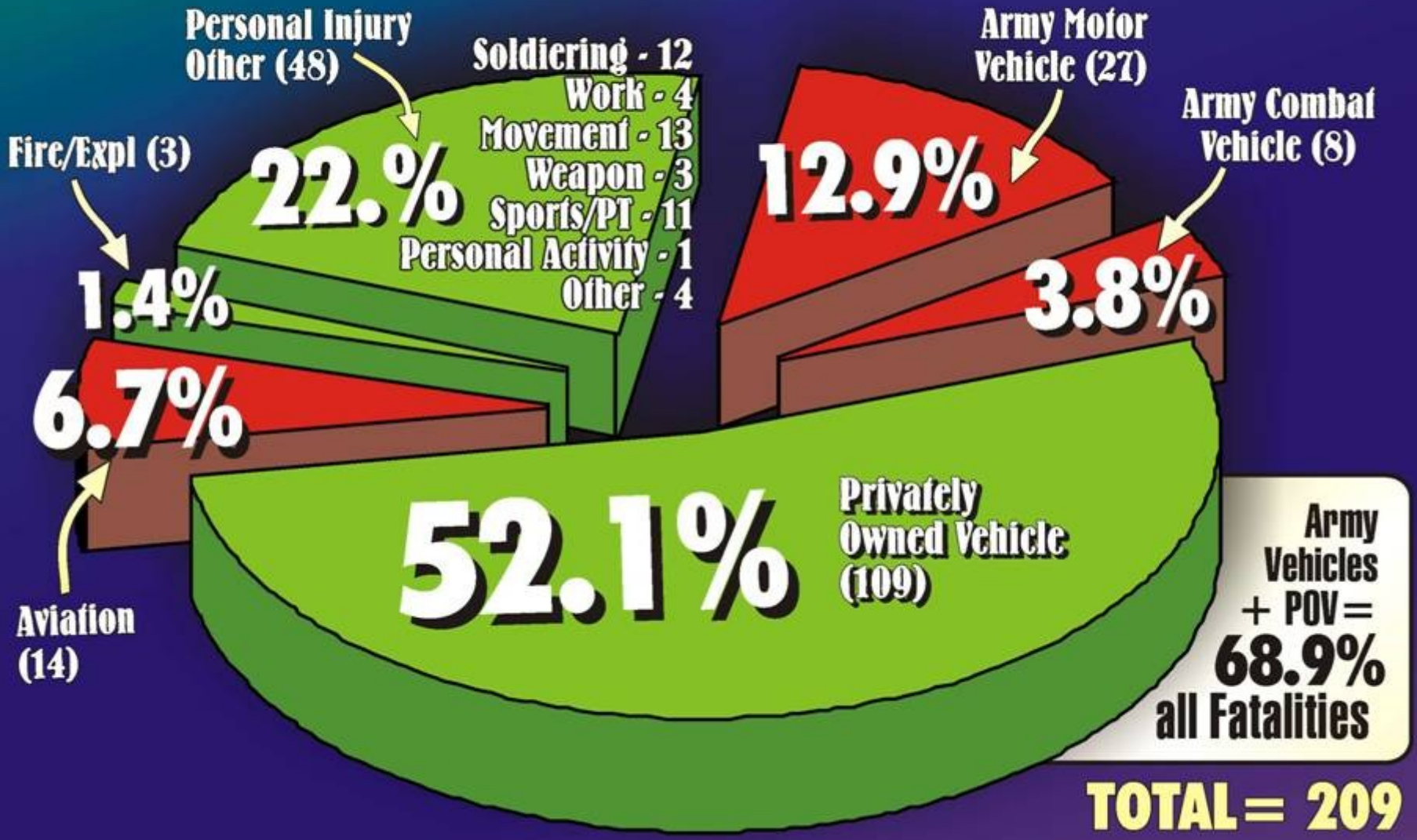
As of FY93

FY94 Army Military Fatalities



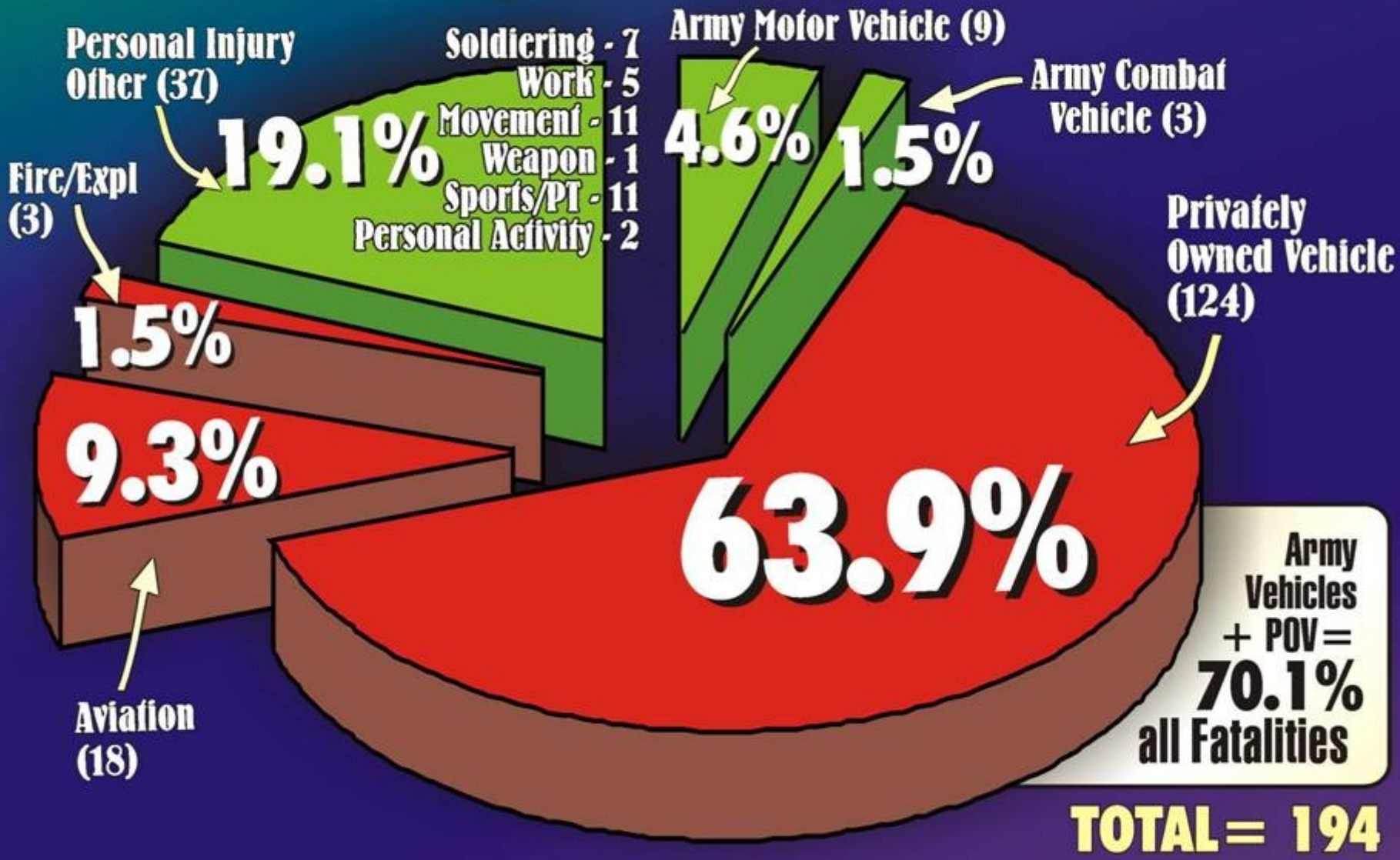
As of FY94

FY95 Army Military Fatalities



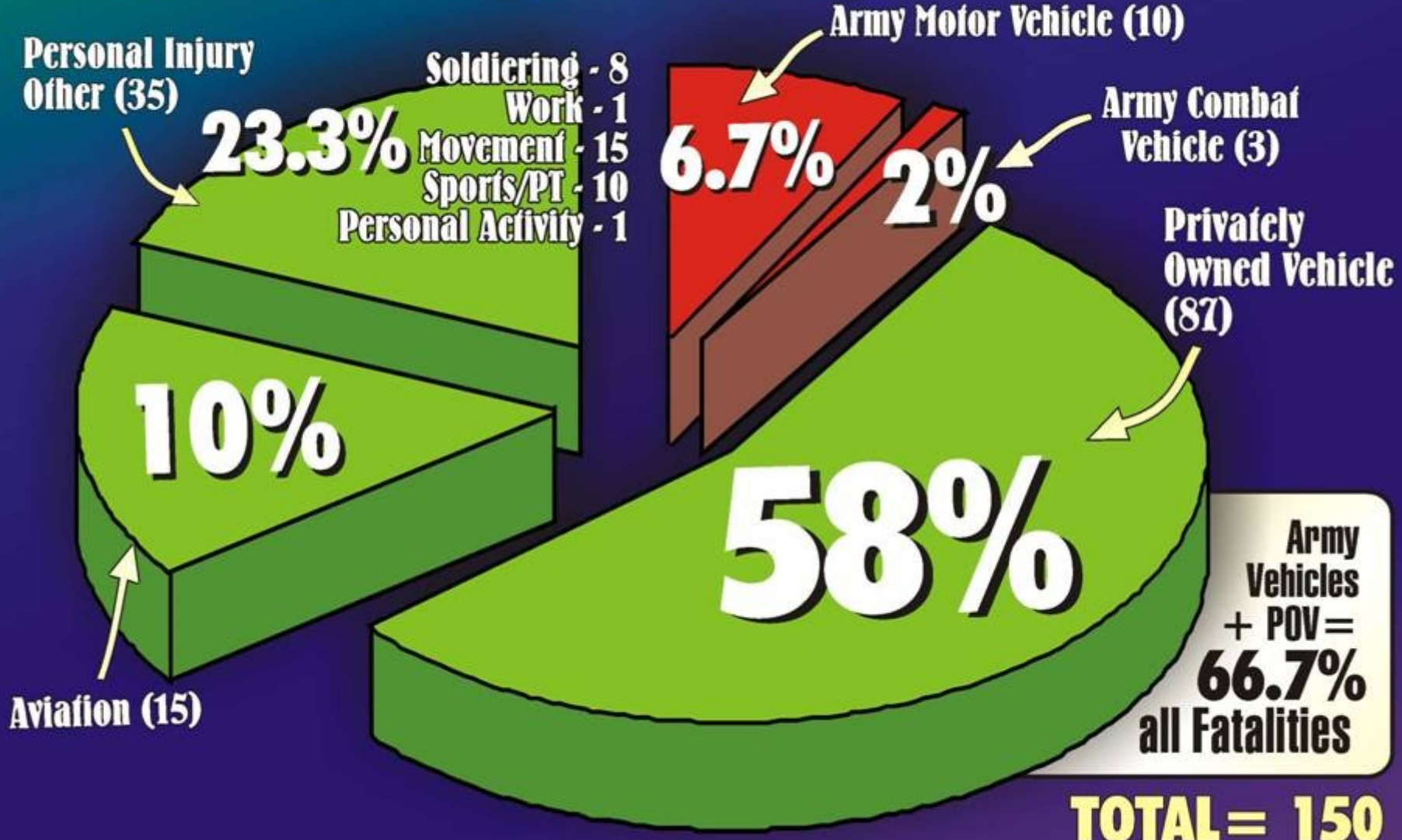
As of FY95

FY96 Army Military Fatalities



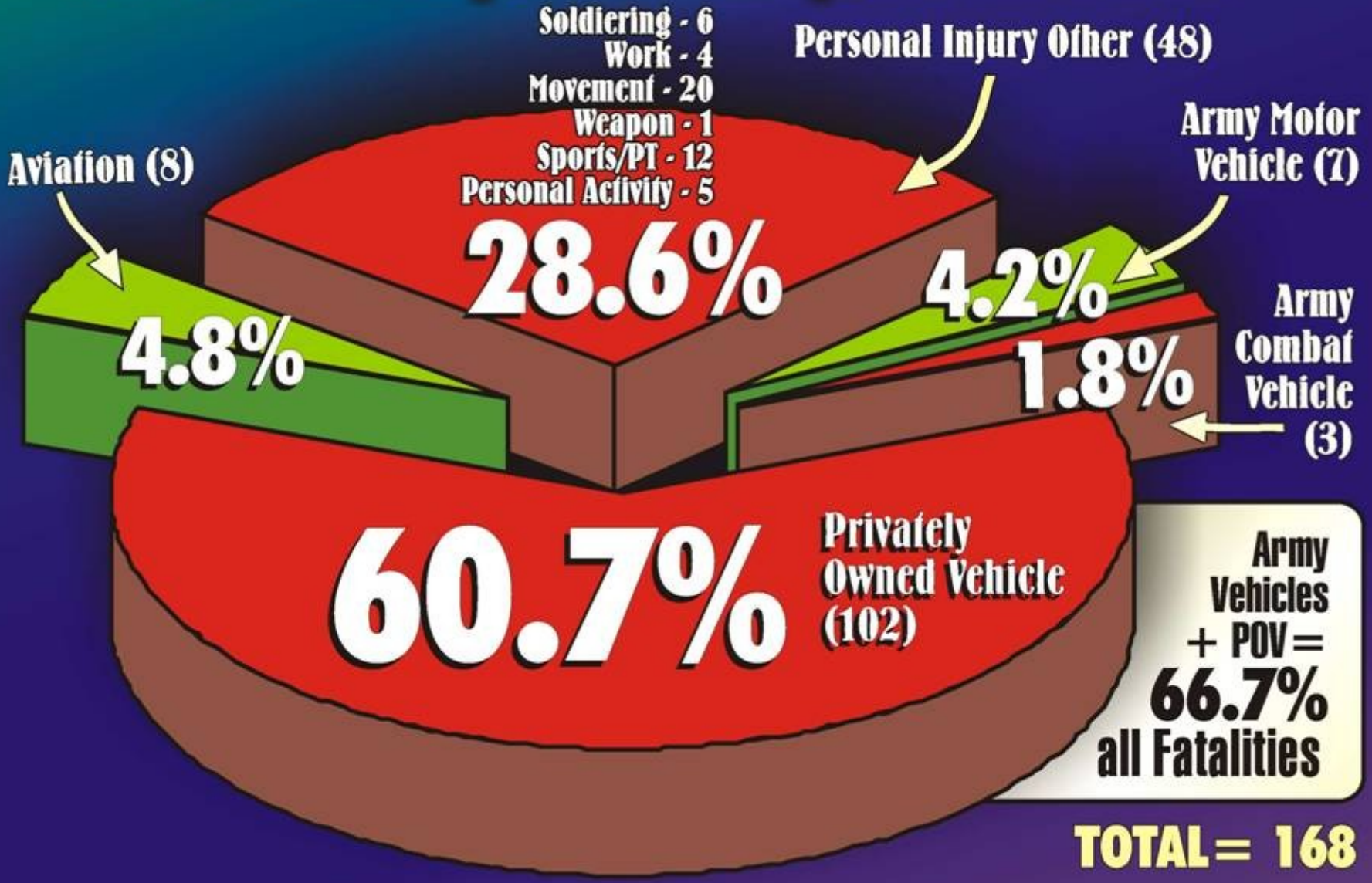
As of FY96

FY97 Army Military Fatalities



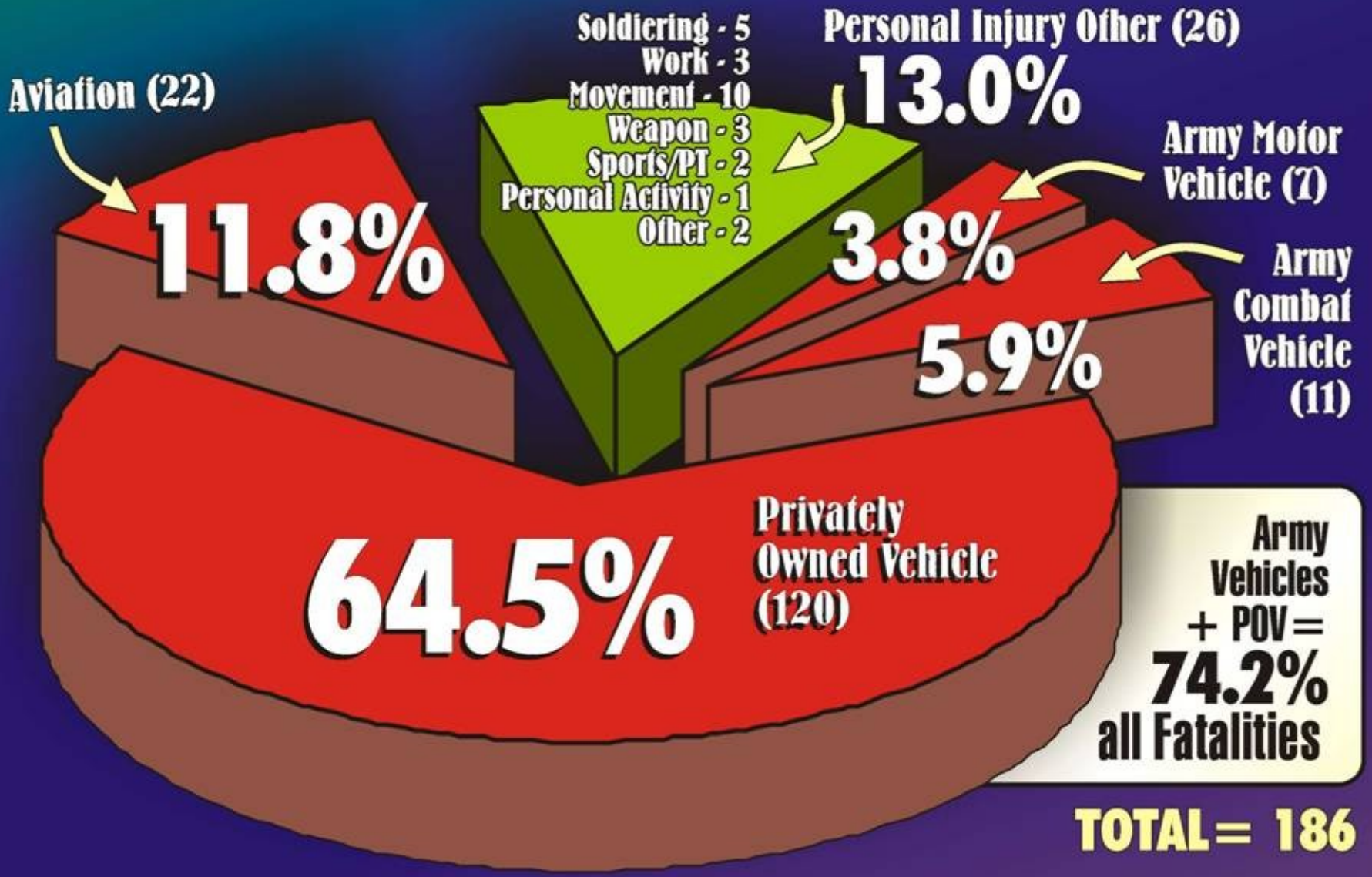
As of FY97

FY98 Army Military Fatalities



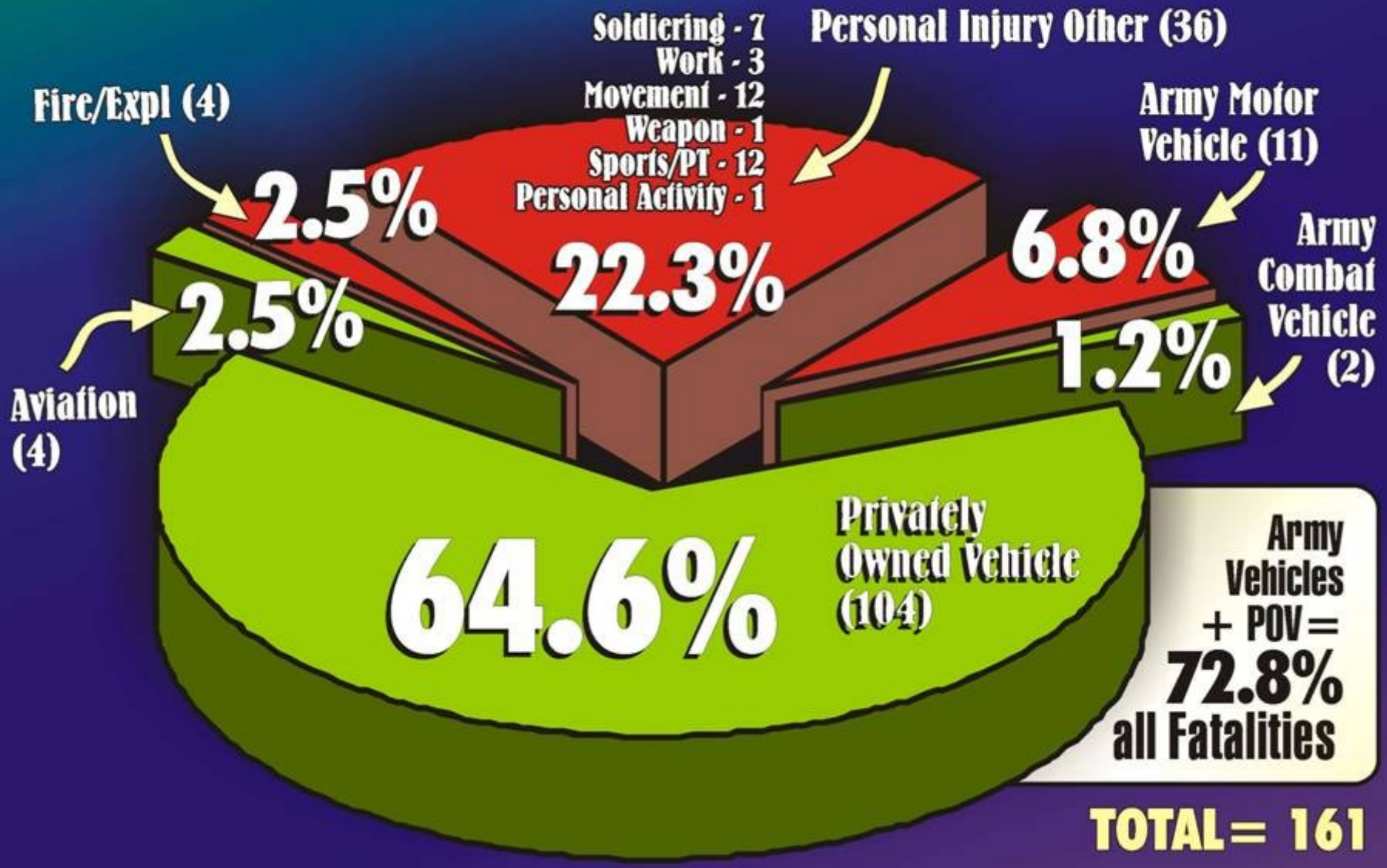
As of FY98

FY99 Army Military Fatalities



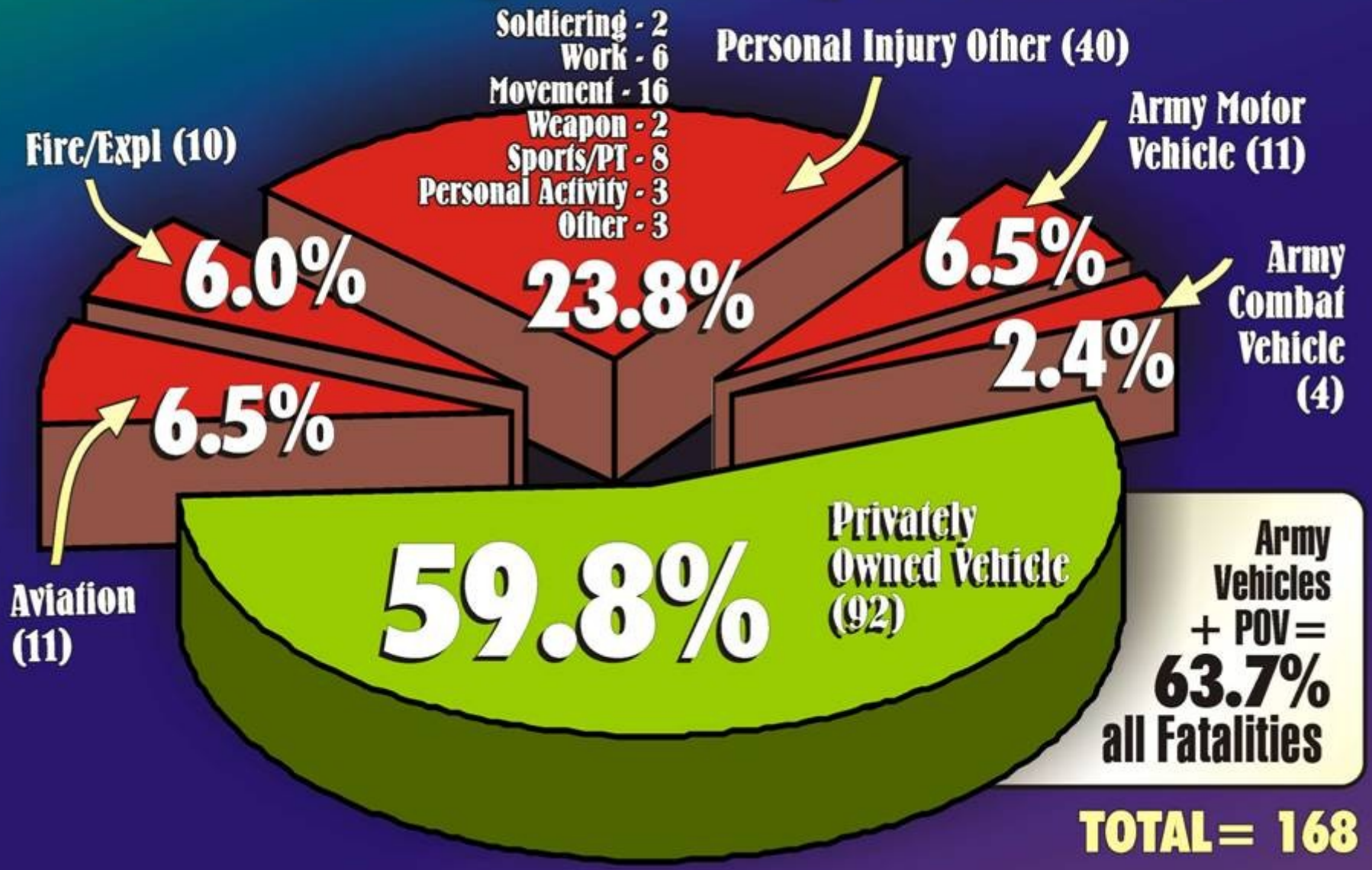
As of FY99

FY00 Army Military Fatalities



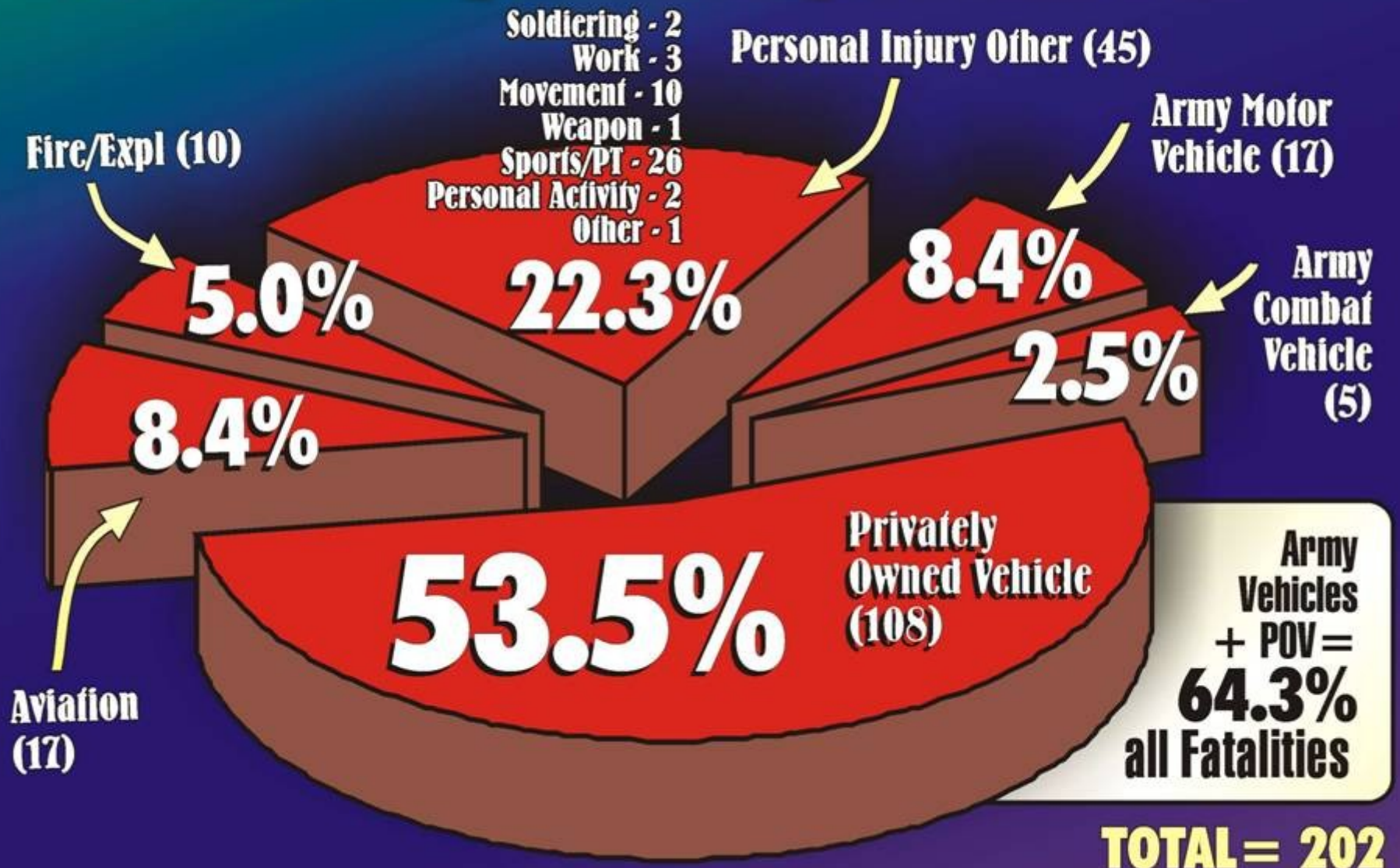
As of FY00

FY01 Army Military Fatalities



As of FY01

FY02 Army Military Fatalities



As of FY02

Percent of all Army Military Fatalities